



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Etowah, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	21.5%	Population		103,475	103,514
Heartland Communities	12.6%	Households		42,598	42,981
Salt of the Earth	10.4%	Families		29,604	29,339
Green Acres	8.3%	Median Age		39.8	41.3
Home Town	8.1%	Median Household Income		\$36,128	\$39,724

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	59	\$1,614.87	\$68,790,083
Men's	61	\$301.92	\$12,861,359
Women's	57	\$549.45	\$23,405,673
Children's	65	\$283.75	\$12,087,322
Footwear	52	\$264.98	\$11,287,727
Watches & Jewelry	60	\$117.69	\$5,013,532
Apparel Products and Services <sup>1</sup>	66	\$97.06	\$4,134,470
<b>Computer</b>			
Computers and Hardware for Home Use	62	\$136.79	\$5,827,000
Software and Accessories for Home Use	60	\$17.86	\$760,823
<b>Entertainment &amp; Recreation</b>	67	\$2,293.38	\$97,693,540
<b>Fees and Admissions</b>	59	\$360.17	\$15,342,482
Membership Fees for Clubs <sup>2</sup>	61	\$96.41	\$4,106,759
Fees for Participant Sports, excl. Trips	61	\$68.79	\$2,930,343
Admission to Movie/Theatre/Opera/Ballet	57	\$85.19	\$3,629,118
Admission to Sporting Events, excl. Trips	61	\$35.21	\$1,499,922
Fees for Recreational Lessons	57	\$74.57	\$3,176,340
<b>TV/Video/Sound Equipment</b>	68	\$791.54	\$33,717,847
Community Antenna or Cable Television	71	\$476.83	\$20,311,917
Color Televisions	62	\$85.95	\$3,661,266
VCRs, Video Cameras, and DVD Players	67	\$26.16	\$1,114,511
Video Cassettes and DVDs	67	\$40.49	\$1,724,963
Video Game Hardware and Software	66	\$21.81	\$929,232
Satellite Dishes	65	\$1.00	\$42,612
Rental of Video Cassettes and DVDs	65	\$39.01	\$1,661,868
Sound Equipment <sup>3</sup>	61	\$96.46	\$4,109,041
Rental and Repair of TV/Sound Equipment	66	\$3.81	\$162,437
Pets	72	\$317.73	\$13,534,493
Toys and Games	69	\$125.74	\$5,356,296
Recreational Vehicles and Fees <sup>4</sup>	72	\$327.77	\$13,962,541
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$139.71	\$5,951,516
Photo Equipment and Supplies <sup>6</sup>	66	\$90.97	\$3,875,208
Reading <sup>7</sup>	66	\$139.75	\$5,953,157
<b>Food</b>	68	\$5,724.42	\$243,848,700
<b>Food at Home</b>	69	\$3,468.03	\$147,731,196
Bakery and Cereal Products	69	\$498.56	\$21,237,564
Meat, Poultry, Fish, and Eggs	70	\$918.93	\$39,144,718
Dairy Products	69	\$379.20	\$16,153,144
Fruit and Vegetables	66	\$578.07	\$24,624,455
Snacks and Other Food at Home <sup>8</sup>	70	\$1,093.27	\$46,571,315
<b>Food Away from Home</b>	67	\$2,256.39	\$96,117,504
Alcoholic Beverages	63	\$391.77	\$16,688,749
Nonalcoholic Beverages at Home	71	\$308.18	\$13,127,724



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	57	\$854.09	\$36,382,711
Vehicle Loans	73	\$4,498.91	\$191,644,663
<b>Health</b>			
Nonprescription Drugs	73	\$89.28	\$3,803,203
Prescription Drugs	82	\$476.62	\$20,303,156
Eyeglasses and Contact Lenses	71	\$58.75	\$2,502,625
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	61	\$5,345.06	\$227,689,052
Maintenance and Remodeling Services	63	\$1,241.38	\$52,880,112
Maintenance and Remodeling Materials <sup>10</sup>	73	\$272.44	\$11,605,537
Utilities, Fuel, and Public Services	72	\$3,135.92	\$133,583,743
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	64	\$88.37	\$3,764,178
Furniture	62	\$396.07	\$16,871,657
Floor Coverings	60	\$54.40	\$2,317,316
Major Appliances <sup>12</sup>	69	\$203.50	\$8,668,588
Housewares <sup>13</sup>	62	\$65.13	\$2,774,323
Small Appliances	70	\$25.62	\$1,091,261
Luggage	59	\$6.04	\$257,108
Telephones and Accessories	59	\$28.15	\$1,199,106
<b>Household Operations</b>			
Child Care	58	\$241.17	\$10,273,410
Lawn and Garden <sup>14</sup>	76	\$338.08	\$14,401,526
Moving/Storage/Freight Express	59	\$31.36	\$1,335,956
Housekeeping Supplies <sup>15</sup>	71	\$547.85	\$23,337,265
<b>Insurance</b>			
Owners and Renters Insurance	74	\$352.56	\$15,018,373
Vehicle Insurance	69	\$1,009.99	\$43,023,439
Life/Other Insurance	72	\$462.24	\$19,690,651
Health Insurance	76	\$1,492.03	\$63,557,470
Personal Care Products <sup>16</sup>	67	\$317.99	\$13,545,673
School Books and Supplies <sup>17</sup>	65	\$78.32	\$3,336,380
Smoking Products	79	\$383.20	\$16,323,436
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	72	\$4,139.57	\$176,337,301
Gasoline and Motor Oil	73	\$1,484.23	\$63,225,206
Vehicle Maintenance and Repairs	67	\$710.40	\$30,261,528
<b>Travel</b>			
Airline Fares	57	\$234.93	\$10,007,620
Lodging on Trips	64	\$259.78	\$11,065,935
Auto/Truck/Van Rental on Trips	56	\$24.20	\$1,030,858
Food and Drink on Trips	64	\$302.01	\$12,865,090

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.